

### **Remarks**

Claims 1-20 were pending in the present application. Claims 1, 2, and 14 have been amended, and no claims have been canceled or added. Therefore, claims 1-20 remain pending in the present application.

### **Amendment to Specification**

The Specification has been amended to include various terminology commonly understood in this field of art, including “domain name,” “path,” “subdomain,” etc. This explanation has been added for precision and clarity only, as well as to provide basis in the written description for the amendment to claim 1. However, as these are merely terms already known in the art, Applicants respectfully assert that no new matter has been added.

### **Prior Art Rejections**

Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication No. 2002/0036654 to Evans et al. (hereinafter “Evans”) in view of U.S. Patent Application Publication No. 2001/0037253 to Kensey (hereinafter “Kensey”). Applicants respectfully traverse these rejections for at least the following reasons.

Claim 1 recites that the electronic address has a primary address and a secondary address, the primary address assigned to a main web page and the secondary address having at least one of the following properties: the secondary address is chosen at least in part by the customer; and the secondary address contains no more than fifteen characters. Further, claim 1 has been amended to recite that the primary address comprises a domain name and the secondary address comprises a path. An advantage to this feature is that a single domain name, such as xyz.com, can be purchased and maintained, and then limitless paths, such as CarForSale or CheapCouch, can be added to direct a user to limitless locations on a web server, each path indicating where on the web server (the web server that hosts www.xyz.com) the desired

file/webpage may be found. For example, the single domain name xyz.com could be purchased and maintained, while limitless paths could be created to produce URLs accessing different webpages, such as www.xyz.com/CarForSale and www.xyz.com/CheapCouch.

In sharp contrast, Kensey discloses a system in which merchant members 20 “are permitted to adopt a website domain name or address having the same format [as] the domain name or address of the entity 12, and also of the shopping and customer service portals 16, 18, such format being (prefix-)(name).(suffix).” (Paragraph [0018].) Kensey offers the examples of Proxyalarmsystems.com, Proxybeepers.com, Proxycalculators.com, Proxypetsupplies.com, etc. (Paragraph [0020].) Each domain name is used by a private company who sells the indicated product or service (alarm systems, beepers, etc.), but all monetary transactions are processed by a single, secure server and processor. Kensey specifically discloses that each and every merchant member 20 uses a different domain name.

The Office Action asserts that Kensey discloses electronic addresses having a primary address (e.g., “proxy”) and a secondary address (e.g., “calculators”). However, Kensey fails to teach, disclose, or suggest that the primary address comprises a domain name and the secondary address comprises a path, as required by amended claim 1. Evans fails to cure the deficiencies of Kensey. Therefore, claim 1, and all claims dependent therefrom, are believed to be patentable over the cited references. Withdrawal of the rejections is respectfully requested.

Claim 2 has been amended to place it in independent form. Claim 2 recites encouraging the customer to advertise the electronic address in a non-electronic medium. The Office Action asserts that Evans discloses this feature in paragraph 52. Applicants heartily disagree. Paragraph 52 merely describes “printed and electronic advertisements,” but does not disclose advertising an electronic address in a non-electronic medium. Neither Evans nor Kensey teaches, discloses, or suggests encouraging a customer to advertise an electronic address in a non-electronic medium. Therefore, claim 2, and all claims dependent therefrom, are believed to be patentable over the cited references. Withdrawal of the rejections is respectfully requested.

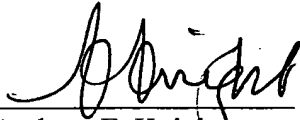
The dependent claims recite additional patentable features. For example, claim 15 recites charging said customer a price for performing steps a) – f), further comprising providing to said customer a comparison of: an estimated cost of running a long classified advertisement in a local

newspaper containing information comparable to said item information; and a sum of said price and an estimated cost of running a short classified advertisement in said local newspaper containing said electronic address and substantially less information than said item information. The Office Action asserts that Evans discloses this feature in Paragraph 54, but Applicants respectfully disagree. The Patent Office is respectfully requested to specifically point out these features in the cited prior art or to withdraw the rejection.

### Conclusion and Fees

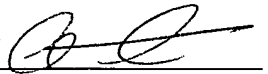
Because Applicant has paid for 20 claims and 3 independent claims, and because there are now 20 claims and 2 independent claims pending, Applicants believe that no fee is due. Applicants believe that all outstanding issues have been resolved, and respectfully request a Notice of Allowance. If Examiner Lastra believes that a telephone conference will further prosecution of the present case, he is invited to contact Applicants at the number indicated below.

Respectfully submitted,

  
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Andrew F. Knight

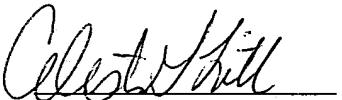
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